

MAGAZINE

BOSTON

ISSUE January 1978TOTAL CIG. ADS 2TOTAL PAGES 166PHILIP MORRIS
ADSMIN.
SEP.COMPETITIVE
ADSSIZE IF
NOT P-4

REMARKS

Marlboro #561 pg. 19

146

Opp: "First Choice"

Merit #223 BC

146

2040674949

		ISSUE	February 1978
MAGAZINE		TOTAL CIG. ADS	2
	BOSTON	TOTAL PAGES	126

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TOTAL PAGES . 126

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MAGAZINE

BOSTON

ISSUE

April 1978

TOTAL CIG. ADS

2

TOTAL PAGES

150

PHILIP MORRIS
ADSMIN.
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REMARKS

B&H #447 pg. 13

136

Opp: "The Report-
er".

Parliament #311 BC

136

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MAGAZINE

BOSTON

ISSUE

May 1978

TOTAL CIG. ADS

1

TOTAL PAGES

182PHILIP MORRIS
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REMARKS

Merit #249 BC

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MAGAZINE

BOSTON

ISSUE

June 1978

TOTAL CIG. ADS

2

TOTAL PAGES

162

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REMARKS

B&H Lights #122 pg. 13

17

Opp: "The Re-
porter".

Marlboro #586 pg. 31

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Opp: "Previews" &
2/3 pg. B&W ads.

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ISSUE

July 1978

TOTAL CIG. ADS

2

TOTAL PAGES

164

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REMARKS

Parliament #313 pg. 20

143

Opp: "Previews".

Merit #270 BC

143

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		ISSUE	September 1978
MAGAZINE	BOSTON	TOTAL CIG. ADS	1
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REMARKS

Merit #271 pg. 36

OPP: "Previews"
& 1/3 pg. B&W
ad.

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MAGAZINE

BOSTON

ISSUE October 1978TOTAL CIG. ADS 1TOTAL PAGES 224PHILIP MORRIS
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REMARKS

B&H Lights #132 BC

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MAGAZINE BOSTONISSUE November 1978TOTAL CIG. ADS 2TOTAL PAGES 232PHILIP MORRIS
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REMARKS

Parliament #316 pg. 8

223

OPP: "Letters To
The Editor" &
1/3 pg. B&W ad.

Merit #298 BC

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		ISSUE	December 1978
MAGAZINE	BOSTON	TOTAL CIG. ADS	2
		TOTAL PAGES	240

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